

SPF SIG ARMVC Causal Factor Tool #2
Alcohol Retail Outlets Environmental Scan Planning

Based on your counts from Tool #1, **generate a list or sample of establishments that sell alcohol.** The goal is to identify and prioritize 10-20 businesses for an assessment. If a community has over 20 establishments that sell alcohol, a sample should be used. Sampling techniques can include a random stratified sample (random sampling within specific types – location, age groups served, etc.- of outlets and establishments; see Training Manual Section 6) or more purposive sampling techniques such as choosing all or the most popular “hotspots” for adults. The important thing to remember is that the sampling technique you use will have implications as to what you can generalize about the findings; therefore, you are asked to document information about the sample generated. This information will be helpful in summarizing information about your findings.

In the table below, identify the name of the establishment, its type (i.e. beer bar, liquor store, etc.), an assigned ID for shorthand on subsequent tools, date observation completed and the person/people completing the observation.

[illegible]

If you are not assessing all establishments, how did you decide which ones to sample and which ones to leave out?

Develop a business owner/manager communication plan. The communication plan should address how to communicate information about the assessment, why certain businesses are being selected for assessment, how the confidentiality of individual business data will be protected, and how data will be used. It will help if you can also address any potential benefits to owners/managers, such as public recognition of responsible retailing.

The questions in the tool are designed to facilitate observations of alcohol establishments and should not require the raters to interview owners or managers and it unlikely permission will be needed (however, make sure this is true for your community). However, as rates will be entering the premises, they may be approached and questioned and should feel confident answering questions they may get. You will need to decide if you will inform establishments prior to the observation or not. However, you do not want the establishments to operate any differently as a result of knowledge of the assessment. If you decide to notify establishments, communicating with all alcohol establishments that they may be selected for assessment and defining a wide timeframe for assessment would decrease the likelihood that individual establishments would operate differently.

Identify raters to complete the establishment observation tools. The number needed will depend on the number of businesses identified for evaluation, your timeline for the assessment, and the amount of time that individual raters have available to help with the assessment. See Training Manual Section 6 for more information on completing environmental scans. There are two separate tools for the different types of establishments: off-premises consumption and on-premises consumption. Depending on how many establishments and rates you have, you may want to split raters into these different groups so they are always using the same tool and observing the same type of establishment. Also, use at least two individuals to assess each business. Encourage the raters to compare scores after each review and come to a consensus about the single scores that will be recorded for the establishment. Give the raters a business assignment list with the ID number of the establishment and its name and location that is separate from the observation forms. Make sure that only the assigned ID numbers appear on the assessment tool that you give to each rater. Refraining from using the establishment's name emphasizes an aggregate analysis and may eliminate business owners' concerns that they are being specifically targeted.

Provide a training for raters. Rater training should include data collection protocol, assessment tool, establishment assignments, administrative guidelines, and communication plan. As mentioned above, there are two separate assessment tools—one for on-premises consumption establishments (bars, restaurants, etc.), and one for off-premises consumption (liquor and grocery stores). They are very similar but contain a few different questions. If raters will be visiting both types of establishments, ensure they are familiar with both instruments and use the correct instrument for the type of establishment.

Include tips for finding answers to the assessment tool items, such as first looking at the information posted outside the establishment for those who are entering, at the menu, any table tents with happy hour information or other information on specials, and at the walls behind the bar where the bartender serves.

Go over a list of things for raters to remember to bring on each visit – the assessment tool(s) with IDs only, a pen or pencil, any communication for a manager or owner that asks questions, etc.

Make sure they understand the importance of providing detailed notes and of filling out their initials and any other information at the bottom of the assessment tool, in case pages are separated.